

# The Study for the Influence of Consumer Lifestyle on Store Image and Customer Satisfaction for International and Local S

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## ABSTRACT

In recent decade large-scale shopping malls with billions of capital are flourishing in Taiwan which causes the already saturated retail sale market ever more competitive. The purpose of this study is to clarify the relationship among the consumer lifestyle, the store image and consumer satisfaction and to collect the correct data which could provide a reference to the owners of a shopping center to solve the difficulties in running a business, increase the turnover and boost Taiwan's economy concurrently. This study has been conducted in seven shopping centers in Shanghai and Taiwan which targeted consumers who shopped on that day via convenient sampling and questionnaires. In total we have obtained 413 valid samples and the effective response rate was 83%. By regression analyses, we received the following results: 1. The different lifestyle of consumers has not a significant difference between store image and customer satisfaction of shopping centers in Shanghai. 2. The different lifestyle of consumers has a significant contrast between store image and customer satisfaction of shopping centers in Taiwan, especially the reliability of the advertisements has the biggest impact. 3. There is a positive correlation between store image and customer satisfaction in Shanghai and Taiwan. Finally, according to the results of the study we come up with the connotation for the theories and actual situation in running a business.

Keywords : shopping center, consumer lifestyle, store image, customer satisfaction

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